A.   In The Claims

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2. (Amended)   A method for providing a function at a receiver station, said receiver station having a data network connection, a processor, an input device, and a data storage device, said method comprising the steps of:

receiving from said input device a set of information collection parameters;

generating a query from said set of information collection parameters at said receiver station;

promulgating said query from said step of generating a query from said receiver station to said data network through said data network connection;

receiving operating [system] instructions in response to said step of promulgating a query; and

storing said operating [system] instructions at said <u>data</u> storage device.

3.   The method of claim 2 further comprising the steps of:

processing or outputting information on the basis of said operating system instructions at said receiver station;

storing a data record evidencing said step of processing or outputting; and

transferring said data record from said step of processing or outputting from said receiver station storage device to a data collection station on said data network through said data network connection.

4.   The method of claim 2 wherein said data network connection is a telephone interface connection.

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5. (Amended)   A method for providing and tracking a receiver station's use of a function in a data network at a data collection station, said receiver station having a data network connection, a processor, an input device, and a data storage device, said data network having a plurality of data information sources, said method comprising the steps of:

providing operating [system] instructions or executable code to a plurality of receiver stations from said plurality of data sources;

performing a function based on said operating [system] instructions or executable code at said receiver station;

recording an identification of said function performed at said step of performing a function at said receiver station on said [receiver station] data storage device; and

transferring said record of identification of said function performed at said receiver station to a data collection station on said data network through said receiver station network connection.

6.   The method of claim 5 wherein said receiver station network connection is a telephone network connection.

7.   The method of claim 5 wherein said function in said step of performing a function is a series of numerical functions performed on a computer.

8. (Amended)   A method of delivering and gathering information on the use of a control signal in a communication network, said network comprising a transmitter station and receiver station, said transmitter station being capable of

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receiving queries and communicating program materials and data, said receiver station comprising an input device for inputting a command, [an] a processor for receiving programming instructions and communicating information, and a computer for storing data and controlling presentations, said method comprising the steps of:

programming said computer to store a portfolio of data that designate a plurality of personal interests of a subscriber;

querying said transmitter station for data of programming of interest;

receiving some portion of a presentation control signal or some mass medium programming on the basis of a comparison with information stored in said computer;

presenting a unit of mass medium programming at a computer peripheral location on the basis of said data or programming of interest received from said transmitter station; and

communicating from said receiver station a datum of said unit of mass medium programming or said portion of a presentation control signal.

9. (Amended)   A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, a processor, and with each said receiver station adapted to detect the presence of one or more control signals and programmed to process downloadable executable code, said method of controlling comprising the steps of:

(1)   receiving at a transmitter station some downloadable [executable] code which is effective at a receiver station to store operating [system] instructions at a

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storage device associated with a processor, said downloadable [executable] code having

at each of said plurality of receiver stations a target processor to process data;

(2)   transferring said downloadable [executable] code from said transmitter

station to a transmitter;

(3)   receiving one or more control signals at said transmitter station, said one

or more control signals operate to execute said downloadable [executable] code; and

(4)   transferring said one or more control signals from said transmitter station

to said transmitter, and transmitting [an] at least one information transmission

comprising the downloadable [executable] code and one or more control signals.

10.   The method of claim 9, wherein said downloadable executable code or

some identification data in respect of said downloadable executable code are embedded

in a television signal.

11.   The method of claim 9, wherein a television program is displayed at a

receiver station and said downloadable executable code programs said receiver station

processor or computer to output video, audio, or text in the context of said television

program or to process a viewer reaction to said television program or to select

information that supplements said television program content.

12.   The method of claim 9, wherein said one or more control signals

incorporate some of said downloadable executable code.

13. (Amended)   A method of providing a _first_ function to a receiver station from a remote data source, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source _at least one of (i)_ a query for [a] _said first_ function or _(ii)_ a record evidencing availability, use, or usage of a _second_ function from said receiver station;

transmitting an instruct signal which is effective at said receiver station to store operating [system] instructions at a storage device associated with a processor from said remote data source to said receiver station in response to said step of receiving _at least one of_ said query [or] _and_ said record, said receiver station storing said operating [system] instructions;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to process said operating [system] instructions and [performs] _perform_ said function.

14. (Amended)   A method of controlling a remote intermediate [data] transmitter station to communicate [data] to _at least_ one [or more] receiver _station_ [stations], with said remote _intermediate data_ transmitter station including a broadcast or cablecast transmitter [for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor], a plurality of selective [transmission] _transfer_ devices each operatively connected to said broadcast or cablecast transmitter [for communicating a unit of data], a [data] receiver _for receiving said_ _operating instructions from at least one origination transmitter station,_ a control signal

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detector, and a controller or computer capable of controlling <u>at least</u> one [or more] of

said selective [transmission] <u>transfer</u> devices, and with said remote <u>intermediate</u>

transmitter station adapted to detect the presence of <u>at least</u> one [or more] control

[signals] <u>signal</u>, to control the communication of [specific] <u>said at least one</u> instruct

[signals] <u>signal</u> in response to [detected specific] <u>said at least one</u> control [signals]

<u>signal</u>, and to deliver at its broadcast or cablecast transmitter <u>said at least</u> one [or more]

instruct [signals] <u>signal</u>, said method [of communicating] comprising the steps of:

(1)   receiving [an] <u>said at least one</u> instruct signal [to be transmitted by the

remote intermediate data] <u>at said at least one origination</u> transmitter station and

delivering said <u>at least one</u> instruct signal to [a] <u>at least one origination</u> transmitter, said

instruct signal being effective at a receiver station to store <u>at least one</u> operating [system

instructions] <u>instructions</u> at a storage device associated with a processor;

(2)   receiving <u>said at least</u> one [or more] control [signals] <u>signal</u> which at the

remote intermediate [data] transmitter station operate to control the communication of

said instruct signal; and

(3)   transmitting said <u>at least</u> one [or more] control [signals] <u>signal</u> to said

transmitter before a specific time.

15.   The method of claim 14, further comprising the step of embedding a

specific one of said one or more control signals in said instruct signal or in an

information transmission containing said instruct signal before transmitting said

instruct signal to said remote transmitter station.

16.   The method of claim 14, wherein said specific time is a scheduled time of transmitting said instruct signal or some information associated with said instruct signal from said remote intermediate data transmitter station and said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.